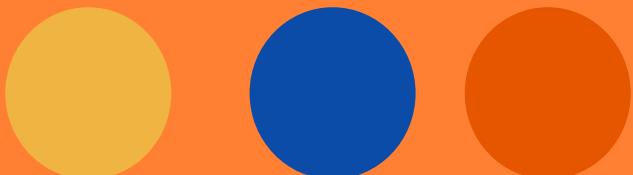




LOTUSWORKS MARKETING PLAN

by DENNIS DE LUCA



In the presentation I added an overview of the brand. I did that the first days, to get a better understanding of the business.

The presentation is only a broad draft, it could be more detailed.

If there is something that you want me to explain in a more detailed manner, or if there is something that I didn't analyzed here that you want me to analyze, just ask to me.

For me is a pleasure work with you, I hope my works can be relevant for you and good for the growth of the LotusWorks, also if I will work here for only one month at the moment.

CANOVACCIO

Short brief



lotusworks®
powered by experience

BRAND IDENTITY

Description

LotusWorks is a leading provider of engineering and technical solutions to industry.

LotusWorks provides teams of outsourced technical and engineering talent, who are based at client facilities full time.

The sector in which LotusWorks operate are: Datacenter, Pharmaceutical & Biologics, Semiconductor and Medical Device sectors in Europe and North America.

Mission

"To deliver the highest standard of technical solutions to our clients"

Vision

'To be recognized as a premium provider of technical solutions to industry, enabling our clients' to realise their greatest possible value".

lotusworks®

CORE VALUES #1



TEAMWORK



HONESTY



SAFETY



ACCOUNTABLE



EXCELLENCE

lotusworks®
powered by experience

TARGET

LotusWorks target are:



PROCUREMENT



RECRUITMENT

Their actual focus is on:

Years of experience: **5-12+**

Job function: **Purchasing**

Industries: • **Semiconductor**
• **Pharmaceutical**

Localities: • **USA**
• **Europe**

Age: **20-35**

Year of experience (LNK): **1-8**

Localities: **USA**

Interests (FB) / Job title (LNK): • **Electrical engineers**
• **Mechanical engineers**



CAMPAIGNS AUDIT

[RECRUITMENT BRANDING CAMPAIGN]

Recruitment Branding Campaign Audit

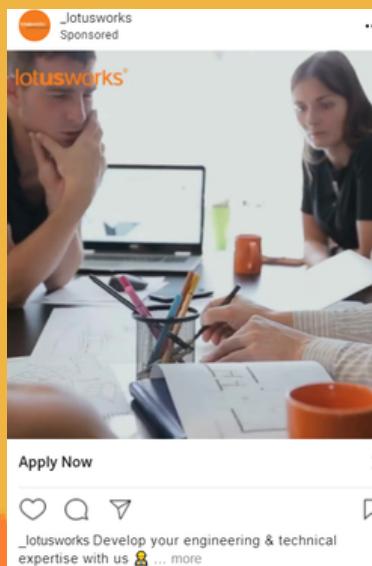
I examined the **Recruitment Branding Campaign**.

As i could understand, is a **three-month campaign**, spread over Linkedin, Instagram, Facebook, and Google Ads, **with the goal of recruit electrical and mechanical technical engineers and increase the brand awareness in the US.**

BRAND AWARENESS



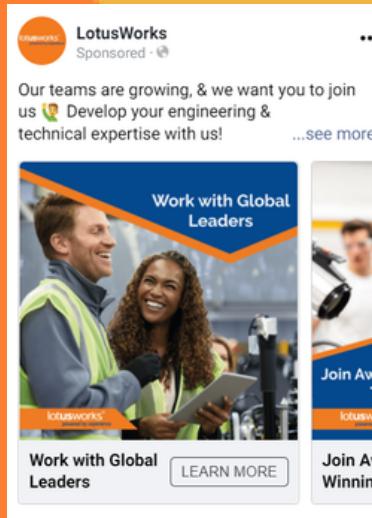
Recruitment Branding Campaign setting



| Campaign name | Objective | Budget | Results | Reach | Impression | Cost per result | Link clicks | CPC (cost per link click) | CTR (link click-through) | Page engagement |
|-------------------|-----------------|-------------|----------------------|--------|------------|-------------------------|-------------|---------------------------|--------------------------|-----------------|
| Brand Building US | Brand Awareness | €5.00 Daily | 1,020 Estimated a... | 36,587 | 79,638 | €0.16 Per estimated ... | 23 | €7.08 | 0.03% | 39 |

Campaign objective: **Brand Awareness**
 Location: **US**
 Ad format: **Video ad**
 Placement: **Instagram**

Target audience: **Age**
(Audience size=274k)
 • **20-35**
Interests
 • Mechanical Engineer
 • Electrical Engineer
 • Construction
 • Engineering



(The campaign name say FB and Insta, but the placement is only FB.)

| Campaign name | Objective | Budget | Results | Reach | Impression | Cost per result | Link clicks | CPC (cost per link click) | CTR (link click-through) | Page engagement |
|-------------------------------------|-----------|-------------|-----------------|-------|------------|----------------------|-------------|---------------------------|--------------------------|-----------------|
| Brand Awareness Aug 21 - USA FB ... | Traffic | €5.00 Daily | 120 Link Clicks | 6,368 | 28,817 | €1.36 Per link click | 120 | €1.36 | 0.42% | 121 |

Campaign objective: **Traffic**
 Location: **US**
 Ad format: **Carousel**
 Placement: **Facebook**

Target audience: **Age**
(Audience size= 699k)
 • **20-35**
Interests
 • Mechanical Engineer
 • Electrical Engineer
 • Construction
 • Engineering



| Campaign Name | Objective | Key Results | Reach | Impressions | Cost Per Result | Average CPM | Clicks | Clicks to Landing Page | Average CPC | Comments | Reactions |
|---|----------------|----------------|-------|-------------|-----------------|-------------|--------|------------------------|-------------|----------|-----------|
| Brand Awareness Campaign Sep 2021 ID: 182083084 - Sponsored Content | *** Engagement | 67 Engagements | 6,974 | 8,462 | \$4.95 | \$39.19 | 67 | 27 | \$4.95 | 0 | 0 |

Campaign objective: **Engagement**
 Location: **US**
 Ad format: **Carousel**

Target audience: **Years of experience**
(Audience size= 380k)
 • **1-8**
Field of study
 • Electrical Engineering
 • Mechanical Engineering
 • Engineering
Member Age
 • **18 to 34**
Job title
 • **Engineer**
 • **Technician**



CAMPAIGNS AUDIT

[PROCUREMENT CAMPAIGN]

Procurement Campaign Audit

I was examining the **Procurement Campaign**, also called by the marketing team BD campaign.

As i could understand, it's a **long-term campaign with the goal of attire new clients** (procurement personnel) and strength the relationship with the existing clients in EU and US.



Procurement Campaign Audit #2

The campaign is **divided in more phases**, and now Lotus is in Phase 2:

- **Phase 1:** a month-long LinkedIn campaign targetting procurement personnel in the Pharma & Semicon sectors across Europe and the US, with the goal of 'warmup' these two audiences. It went live in 7th August and now it's **completed**.
- **Phase 2:** a month-long LinkedIn and Google Display Ads campaign targetting procurement personnel in the Pharma & Semicon sectors across Europe and the US.
- This time LinkedIn campaign has been used to target procurement personnel in the Pharma sector in Europe (with a LearwithLotus article and website visit as campaign objective).
- Google Display campaigns have been used to target procurement personnel in the Semicon sector in the US.

Specifically, one campaign has as target users who visited competitor websites: the other has as tarhet users who search for specific keywords.



Phase 1 Procurement Campaign setting

Phase 1 is already completed.

The advertising platform used for the BD Campaigns had been Linkedin.



| Campaign Name | Status | Spent | Key Results | Cost Per Result | Impressions | Clicks | Average CTR | Bid | Average CPM | Average CPC | Conversions | Cost Per Conversion | Leads |
|--|-----------|----------|-------------------|-----------------|-------------|--------|-------------|------------------|-------------|-------------|-------------|---------------------|-------|
| BD procurement Campaign Phase 1 July 2021 ID: 181261994 - Sponsored Content | Completed | \$310.00 | 18 Website Visits | \$17.22 | 20,431 | 18 | 0.09% | Maximum Delivery | \$15.17 | \$17.22 | 0 | - | 0 |

Campaign objective: **Website visits**

Location: **EU**

Ad format: **Video ad**

Target audience: Years of experience

(Audience size= 11000)

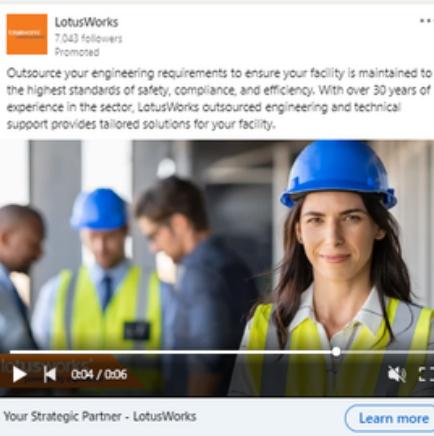
- 5-12+

Job function

- Purchasing

Company industries

- Pharmaceutical



| Campaign Name | Status | Spent | Key Results | Cost Per Result | Impressions | Clicks | Average CTR | Bid | Average CPM | Average CPC | Conversions | Cost Per Conversion | Leads |
|--|-----------|----------|-------------------|-----------------|-------------|--------|-------------|------------------|-------------|-------------|-------------|---------------------|-------|
| Semiconductor Commissioning Experts ID: 181264024 - Sponsored Content | Completed | \$310.00 | 17 Website Visits | \$18.24 | 2,602 | 17 | 0.65% | Maximum Delivery | \$119.14 | \$18.24 | 0 | - | 0 |

Campaign objective: **Website visits**

Location: **US**

Ad format: **Video ad**

Target audience: Years of experience

(Audience size= 3000)

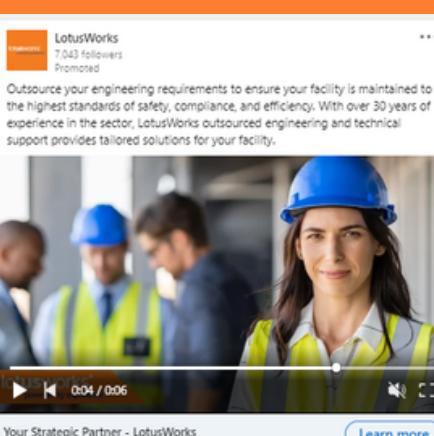
- 5-12+

Job function

- Purchasing

Company industries

- Semiconductors



| Campaign Name | Status | Spent | Key Results | Cost Per Result | Impressions | Clicks | Average CTR | Bid | Average CPM | Average CPC | Conversions | Cost Per Conversion | Leads |
|---|-----------|----------|-------------|-----------------|-------------|--------|-------------|------------------|-------------|-------------|-------------|---------------------|-------|
| Semicon Procurement July 21 EU ID: 181265714 - Sponsored Content | Completed | \$310.00 | 788 Reach | \$393.40 | 5,580 | 30 | 0.54% | Maximum Delivery | \$55.56 | \$10.33 | 0 | - | 0 |

Campaign objective: **Brand Awareness**

Location: **EU**

Ad format: **Video ad**

Target audience: Years of experience

(Audience size= 1500)

- 5-12+

Job function

- Purchasing

Company industries

- Semiconductors



Observation

Seen that I wanted to spot the 4 campaign of the Phase 1 directly in Linkedin Campaign Manager (also to see the analytics, I noticed a fact and I want to give you a suggestion.

Since I saw that the active campaign name is 'phase 2 EU pharma', I filtered for the word 'phase' in order to see the Phase 1 campaigns, but I noticed that only one Phase 1 campaign appeared, the Pharma EU Procurements.

I had to ask Sinead where I could find the other ads, and when she sent me a screenshot of them, I noted and thought that the names of the campaigns were too different from each other.

So, the campaigns' names can be improved, for a better understanding and organisation. (go to slide 4 for the suggestion)

CAMPAIN MANAGER

CAMPAIGN PERFORMANCE TESTING WEBSITE DEMOGRAPHICS ACCOUNT ASSETS

Accounts 1 selected X Campaign Groups 1 selected X Campaigns 1 selected X

Create Set Status Delete

phase

Campaign Name Status Spent Key Results Cost Per Result

| Campaign Name | Status | Spent | Key Results | Cost Per Result |
|---|-------------------|----------|-------------------|-----------------|
| 1 selected campaigns | - | \$80.00 | - | - |
| phase 2 EU pharma ID: 182081874 · Sponsored Content | Active Running | \$273.72 | 16 Website Visits | \$17.11 |
| BD procurement Campaign Phase 1 July 2021 ID: 1812651991 · Sponsored Content | Completed | \$310.00 | 18 Website Visits | \$17.22 |

CAMPAIN MANAGER

CAMPAIGN PERFORMANCE TESTING WEBSITE DEMOGRAPHICS ACCOUNT ASSETS

Accounts 1 selected X Campaign Groups 1 selected X Campaigns 251 total campaigns

Create Set Status Delete

semicon

Campaign Name Status Spent Key Results Cost Per Result

| Campaign Name | Status | Spent | Key Results | Cost Per Result |
|--|-----------|----------|-------------------|-----------------|
| 2 filtered of 251 campaigns | - | \$620.00 | - | - |
| Semiconductor Commissioning Experts ID: 181264024 · Sponsored Content | Completed | \$310.00 | 17 Website Visits | \$18.24 |
| Semicon Procurement July 21 EU ID: 181265714 · Sponsored Content | Completed | \$310.00 | 788 Reach | \$393.40 |

Phase 2 Procurement Campaign setting

Phase 2 is the set of BD campaigns **active right now** in two advertising platforms:



| Status | Spent | Key Results | Cost Per Result | Impressions | Clicks | Average CTR | Bid | Average CPM | Average CPC |
|--------|----------|-------------------|-----------------|-------------|--------|-------------|-----|-------------|-------------|
| - | \$275.28 | - | - | 7,121 | 16 | 0.22% | - | \$38.66 | \$17.20 |
| Active | \$275.28 | 16 Website Visits | \$17.20 | 7,121 | 16 | 0.22% | - | \$38.66 | \$17.20 |



| | Ad group | Ad group type | Impr. | CTR | Cost | Viewable CTR | Avg. viewable CPM | Viewable Impr. | Clicks | Avg. CPC |
|--------------------------|--|---------------|---------|-------|---------|--------------|-------------------|----------------|--------|----------|
| <input type="checkbox"/> | <input checked="" type="radio"/> BD SC Competitors | Display | 739,370 | 0.02% | €146.89 | 0.02% | €0.26 | 549,401 | 133 | €1.10 |
| <input type="checkbox"/> | <input checked="" type="radio"/> BD SC Keywords | Display | 727,835 | 0.02% | €146.88 | 0.02% | €0.26 | 549,993 | 114 | €1.29 |

Campaign organization suggestion

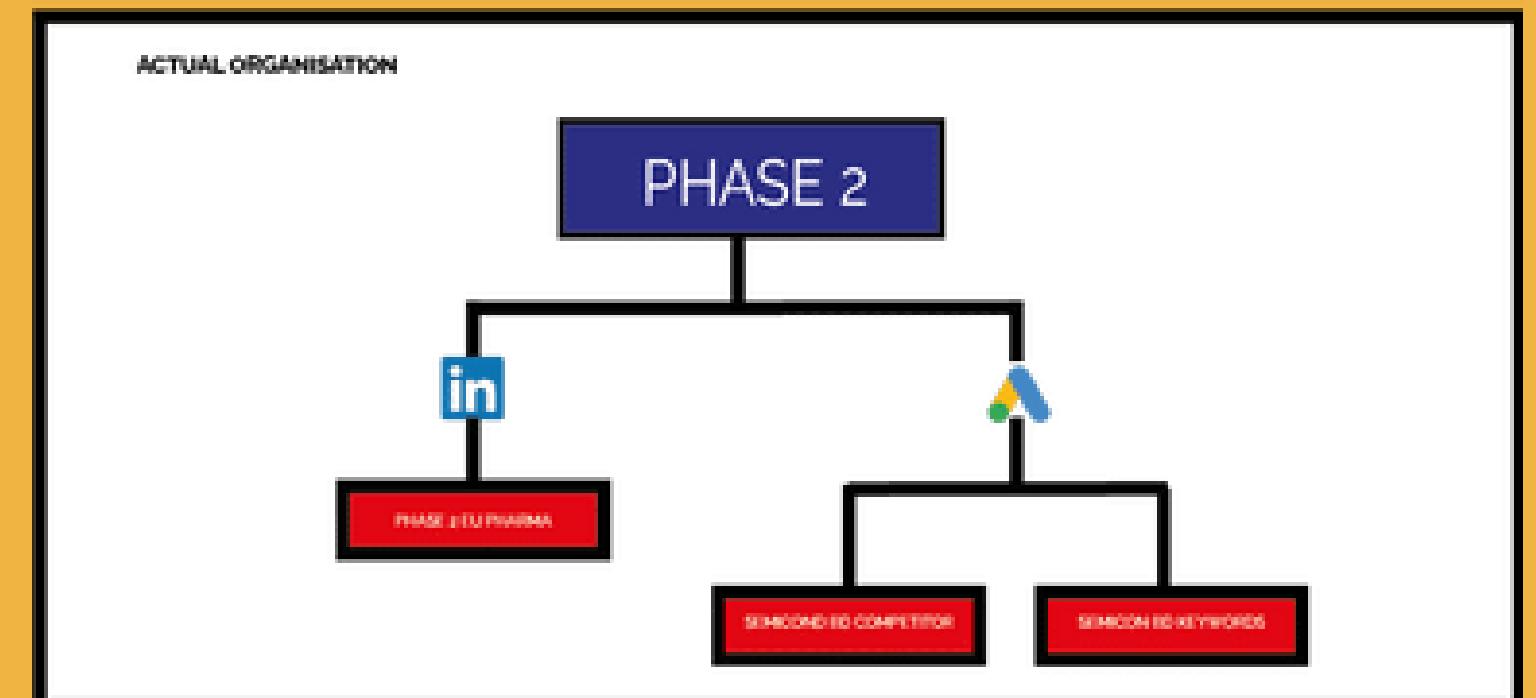
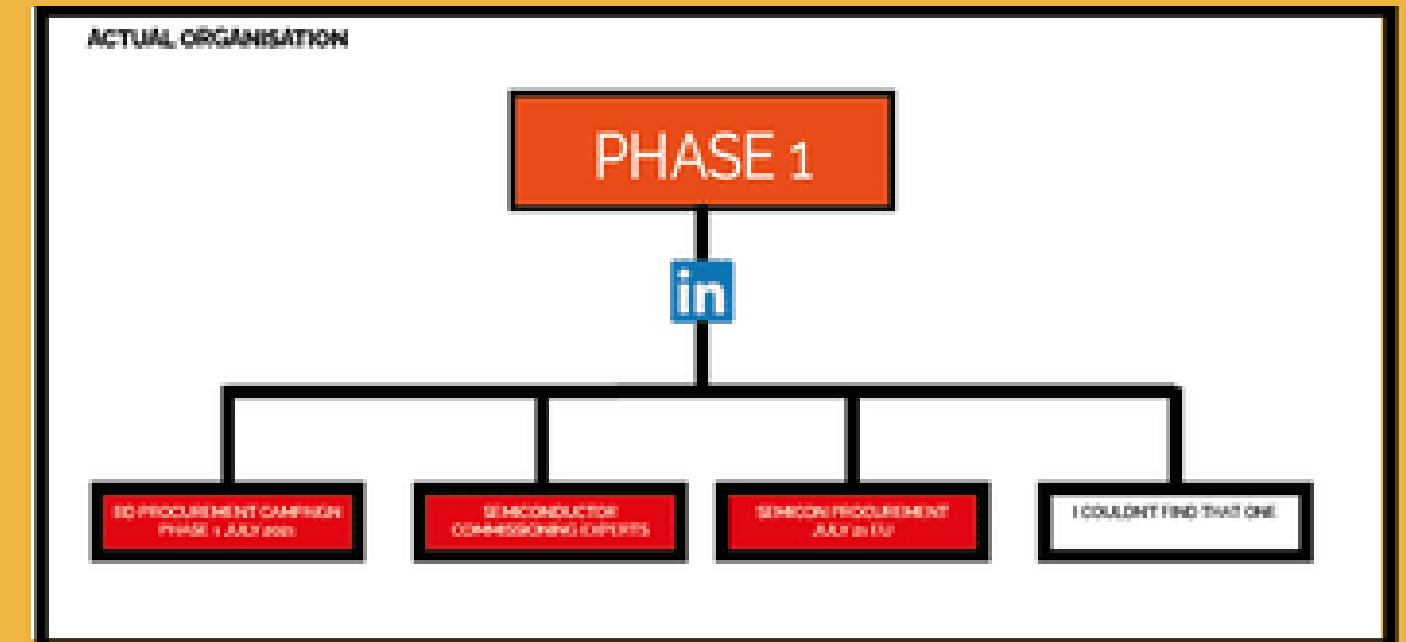
Campaign conventional naming structure might be pretty low on your list of priorities.

However, when you set a name for your campaign, without a conventional structure, it may make sense to you at first, but you'll soon forget how these campaigns differ.

Have a consistent naming structure for your advertising campaigns makes managing your ad accounts easier.

This way, by overviewing the campaign summary page **you will know immediately what is working and what is not, without having to click on each ad to view the targets or campaign objective, or go to the keyword level**

Here you can see a scheme that I made on Illustrator, showing the actual campaigns names compared to an ideal ones (next slide):



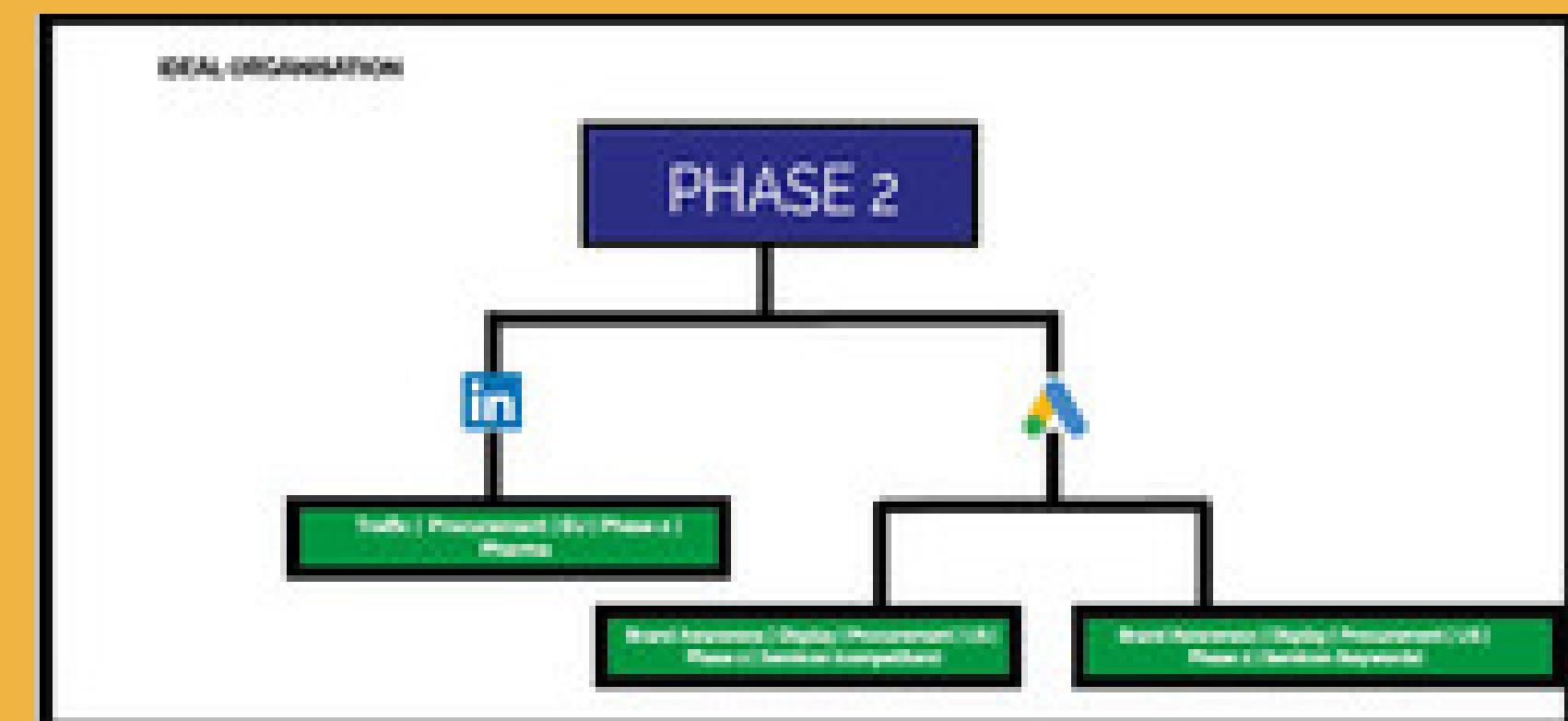
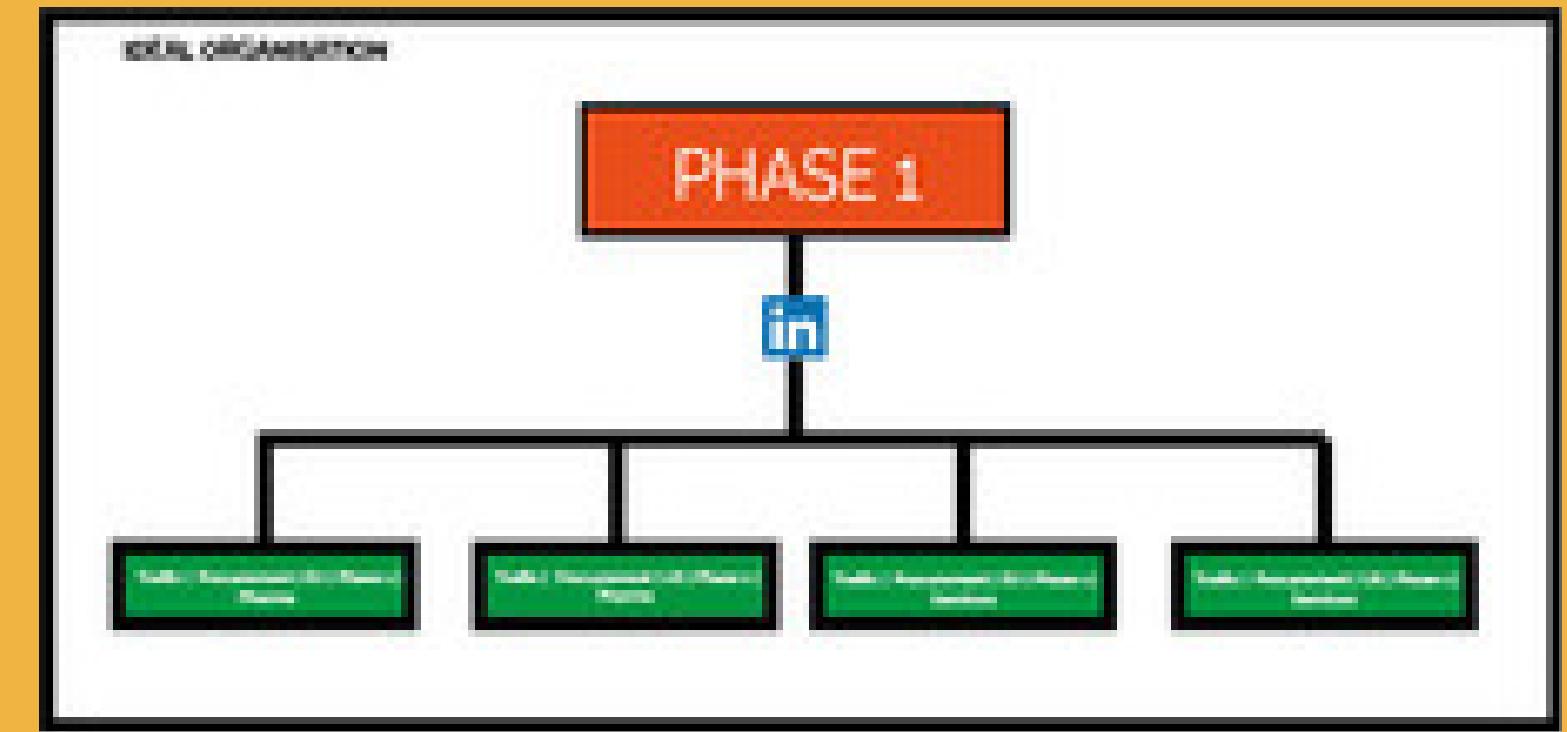
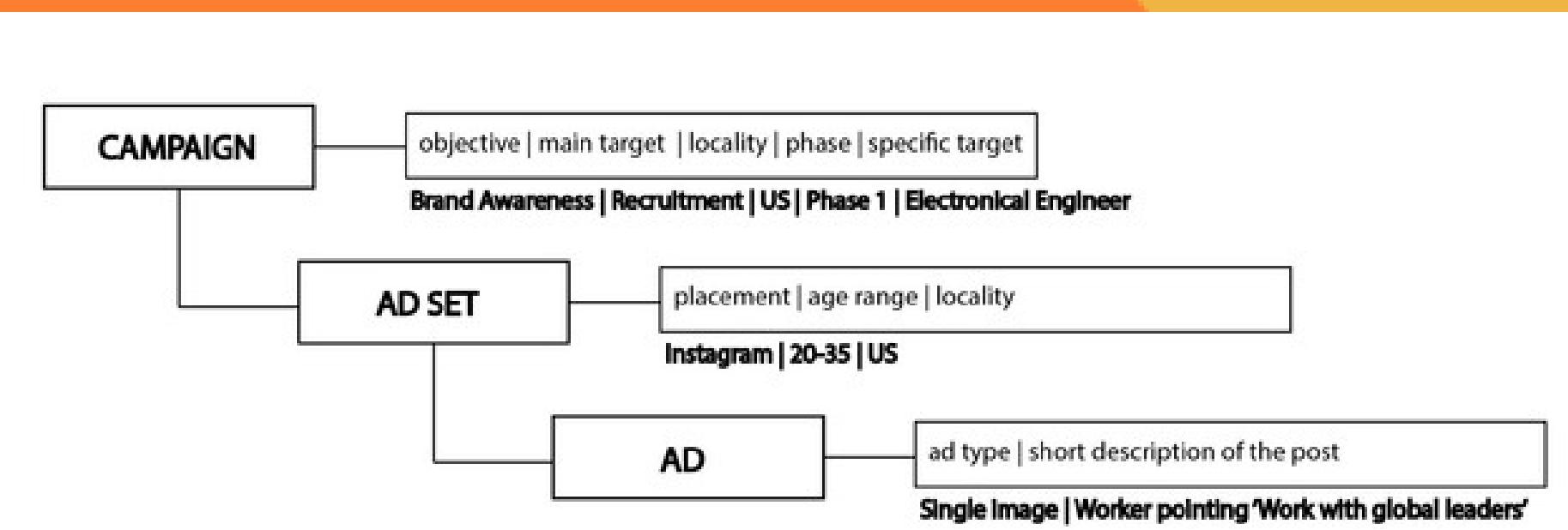
Campaign organization suggestion #2



Every PPC platform (Google, Facebook, LinkedIn) has a **three levels ad structure** (the level names differ a bit for each platform but they are the same in terms of operation):

- Campaign - where you choose the campaign objective
- Ad Set - where you choose the target, budget and placement
- Ad - where you add the creatives

Now, **each level should have a specific name convention:**





COMPETITOR ANALYSIS

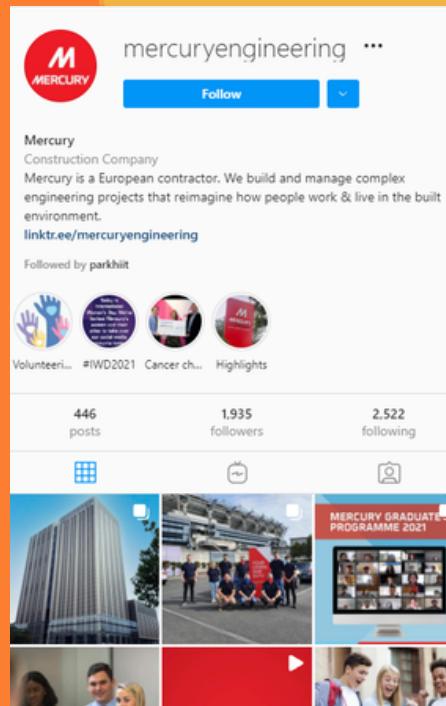
Competitors analysis

With the help of the list that Sinead sent me, I 'investigated' LotusWorks' competitors and their social activity.

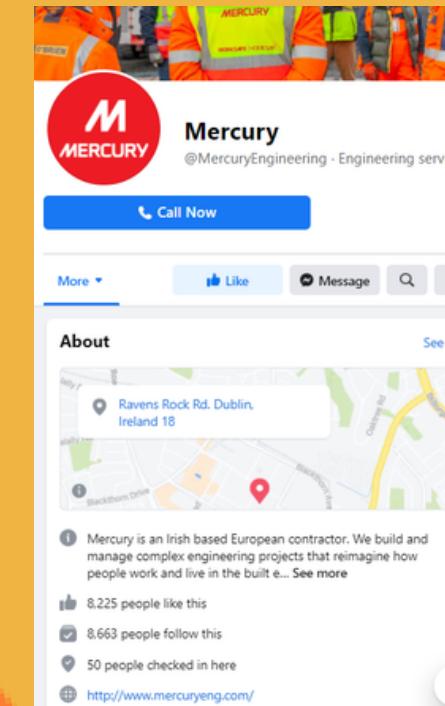
| | |
|---------------------------|---|
| Jones Engineering | https://joneseng.com/ |
| SL Controls | https://slcontrols.com/ |
| Hanley | https://hanleycalibration.com/ |
| Kirby | https://www.kirbygroup.com/ |
| Bonner | https://bonner.ie/ |
| DPS Global | https://www.dpsgroupglobal.com/ |
| Mercury | https://www.mercuryeng.com/ |
| Commissioning Agents Inc. | https://cagents.com/ |
| CalOpeX / NEXA | https://www.nexaeam.com/ |
| CBRE | https://www.cbre.ie/ |
| Noonan | |
| Secto | https://secto.ie/ |
| Douglas | http://douglas-engineering.com/ |

Competitors list

Mercury social activity **predominates** on the others.



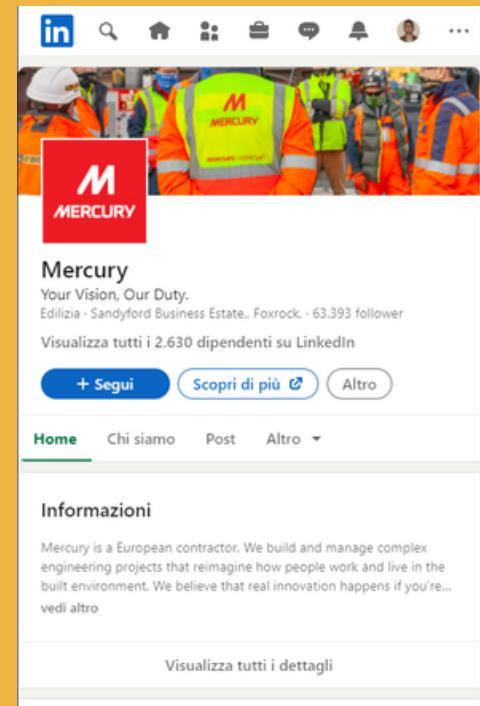
1,9k followers



8,2k page likes



2,7k followers



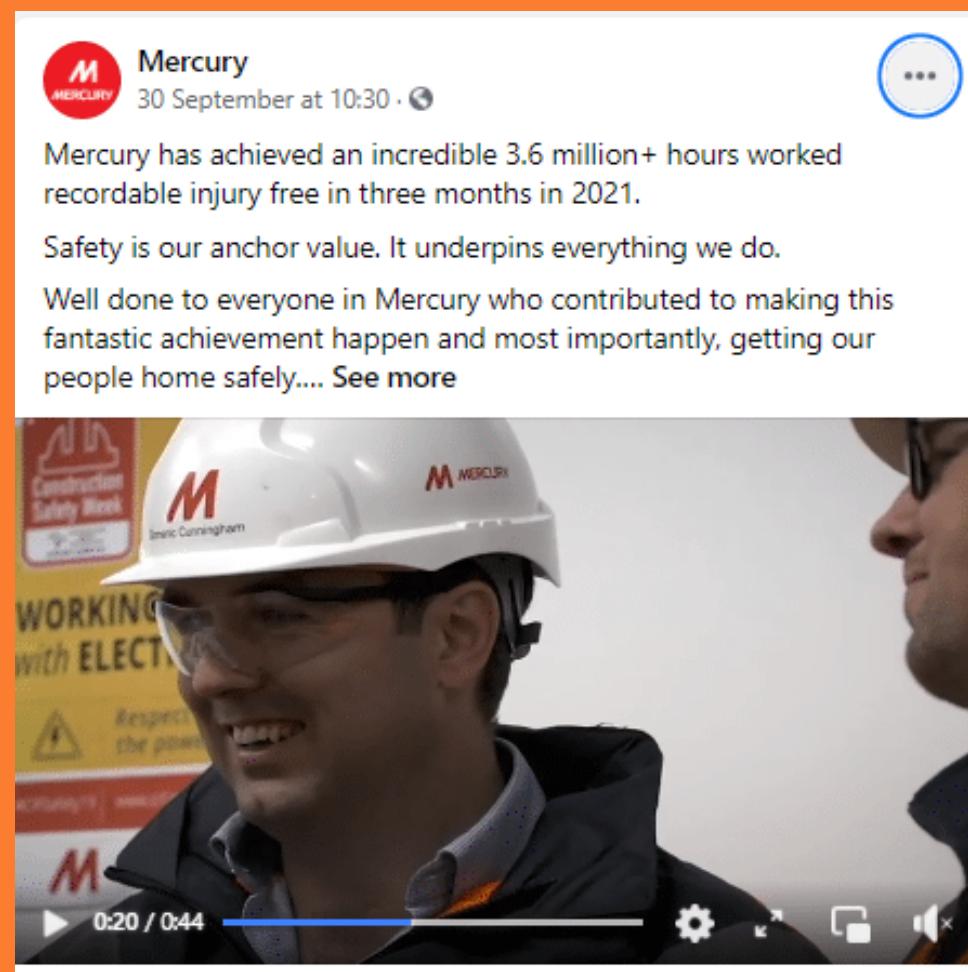
63k followers

Competitors analysis #2

Mercury posts every day, except on Saturdays and Sundays.

A thing that I noticed, through the Chrome tool Facebook Pixel Helper, is that **nobody of Lotus competitor has the Facebook Pixel on their website, so they don't advertise in Facebook and Instagram**, or maybe if they do it, they can't track the users arrived in the landing page through the ad (this means that they can't do retargeting).

Competitors inspirations



- I saw this post on CBRE Instagram account, and it gave me an idea for a new type of post.
Considering your topic #employeeestories, I think is a great idea create **contents** with the same structure of that, with a **relevant quote taken from the blog post** and under it the hashtag #employeeestories, **with above an image of the employee**.

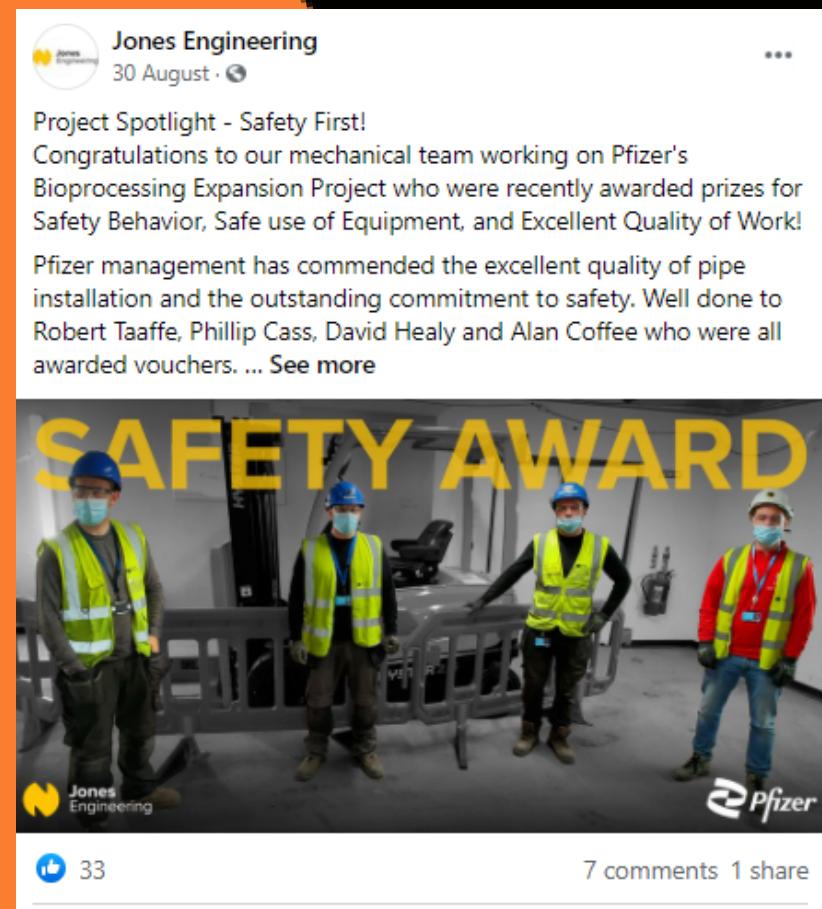
- I saw this post on Mercury Instagram account, and it gave me an idea for a **type of video post**.
It's more complicated than the post above, not for the work with Premiere Pro, but **for the lack of footage**. But I think it could be a great idea.
Here is the link: <https://fb.watch/8qQtsRmy70/>

Competitors inspirations



- In all his videos, Mercury has a **intro and outro logo animation**, It's cool because the logo animation are different from each other:
 - in the outro logo animation, the slogan of the brand (and under it the website url) appears with a great effect.
 - Have an intro and an outro for LotusWorks videos (and with the right sizing for Facebook, LinkedIn, Twitter and Instagram post) is a great thing.
 - The work have to be done with Adobe After Effect, and for now I did a draft for the intro (I uploaded in my folder).

Competitors inspirations #2



- I saw these two post on Jones Engineering Facebook account.
- In the first post the effect of the **words behind the subject** is a great visual effect, that could be relevant and different from the usual posts.

Click here to go to the post

- In the second post, they used another effect with Photoshop, **outlining the subject**. Also this visual effect can be very effective for the user.

Click here to go to the post

Competitors inspirations #2

All these visual effects (and others), if they are used, have a great advantage: through them **the brand would be able to stand out from its competitors.**

But they require a lot of time and good footage.

lotusworks®
powered by experience

SOCIAL
GROWTH

Instagram growth suggestions



Actual followers: 240

The screenshot shows the Instagram profile for @lotusworks. The bio reads: "Supporting world leaders with "best fit" technical & engineering expertise since 1989" and includes a link to their website. Below the bio are five circular icons: Shared Le..., Wellness, LotusWor..., CSR, and Awards. At the bottom, it shows 90 posts, 239 followers, and 300 following. The feed displays several posts, including one about a "HAPPY LABOR" event and another about an "AUG 25TH LUNCH AND LEARN".

Instagram is a must for businesses.

1. Follow/unfollow strategy

This strategy is effective, but has upsides and downsides.

The mistakes that anyone who start this strategy MUST AVOID are:

- follow random people

You must **follow only targeted people**, the ones that are in your same niche.

For example, LotusWorks should be start following accounts that follow other technical services provider accounts (like Mercury).

- follow inactive accounts
- overuse the strategy

You can follow max 200 accounts x hour and max 1000 account x day. Reaching these limits put you at the risk of having your account limited.

- unfollow people too fast

Instagram growth suggestions #2

2. Hashtags

Instagram hashtags work by categorizing posts: if you add an hashtag to a post, that will be visible on the correspondent hashtag page (a directory of all posts with the same hashtag).

Using relevant, targeted hashtags on your posts and stories **is one of the best ways to get discovered by new audiences** on Instagram.

#lotusworks

#learnfromlotus

#poweredbyexperience

#lifeatlotus

Some hashtag tips are:

- **cross-promote your hashtags**

Seen that LotusWorks already has some dedicated hashtags, is a good idea use them also offline, through events, printings...

- **invite followers to follow lotus branded hashtags**

Instagram give his users the possibility to follow an hashtag, in the same way of following an user.

- **post your hashtag in the first comment, or in the post description**

Instagram growth suggestions #3

3.Bio

Instagram bio is the small area under your username where you can share some details about the brand.

Bio is **the first thing an user see** when he reach Lotus page, and it is known that the **first impression is crucial for a brand**.

Actual bio:



Some bio tips are:

- **setup a precise Instagram name**

It should represent what you are up to, and it should be a relatively generic term.

(Chocolate, diet, fitness, business, entrepreneur, lifestyle, luxury, travel, etc...)

- **include emoji**

Emojis takes less space than words. You can tell much more about you/your brand using emojis, it helps to get a fresh look for your account as well.

- **include main brand hashtag**

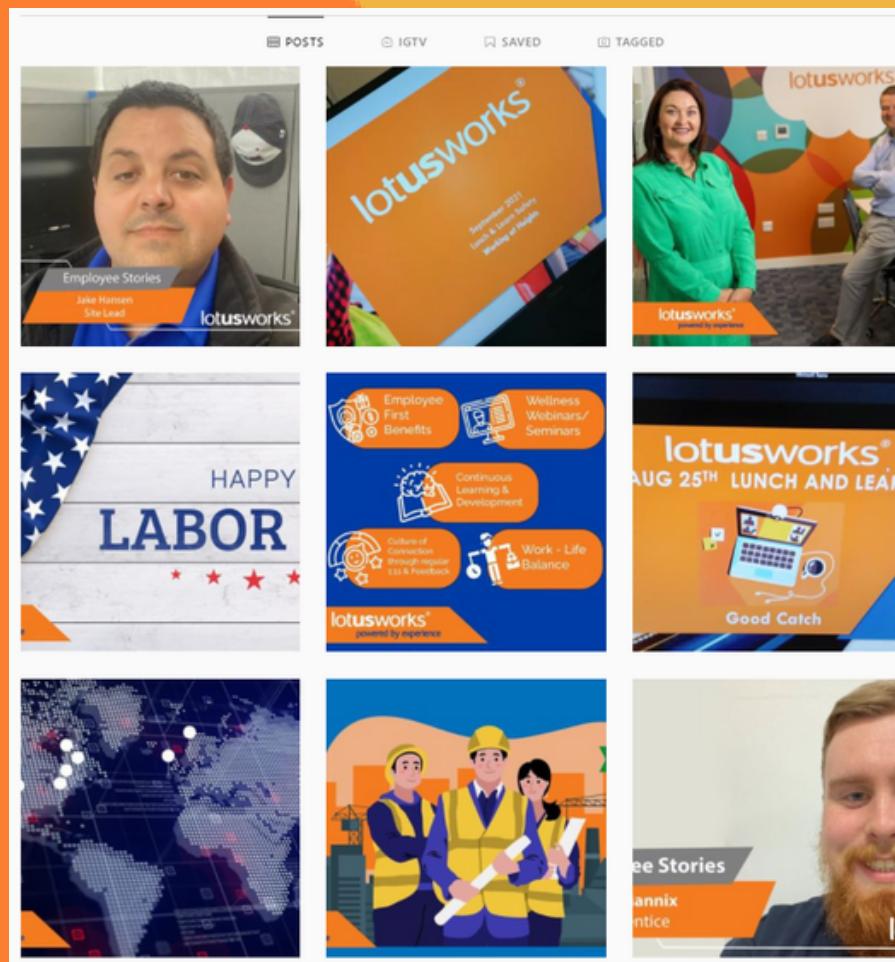
- **include a CTA**

Ideal bio:



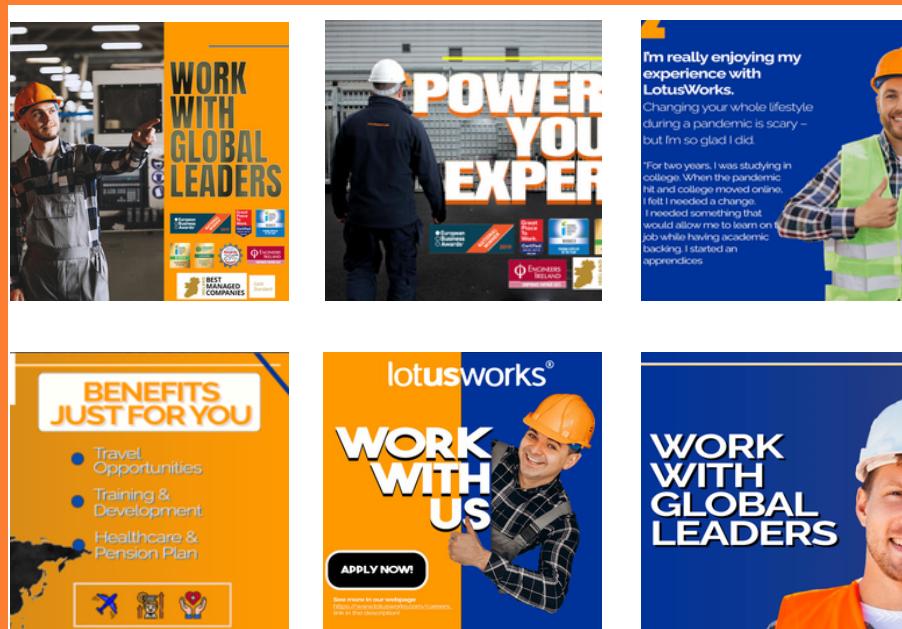
Instagram growth suggestions #4

Actual feed:



Ideal feed:

(These are not all approved posts, is only to show how it will look visually)



3. Visual (also for the other social platforms)

For now the visual of the page is not the best.

- Sometimes the usual logo on the left is used, sometimes no. (maybe because you posted the content with the same sizing of Facebook posts, and for that the logo results cropped)
- There is no presence of carousels
- There is no visual color consistency in the feed (sometimes with backgrounds, sometimes blue, sometimes dark blue background).

In my opinion, **a great thing to do is alternate**, as far as possible (If you have to add an image there is no problem), **once a post with as background color the LotusWorks Orange** (Pantone 151 C) and **once a post with as background color the LotusWorks Blue** (Pantone 293), or **maybe also a mix of them** (half orange, half blue)

THANKS FOR THE ATTENTION



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